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**SHARATH KUMAR**

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I’m a **Digital Transformation Consultant** with 17+ years of Solution Architecting, Development and Delivery of Implementations, Customizations in the B2C (*Magento E-Commerce, Shopify*)and B2B (*Oracle E-Business Suite – Order-To-Cash, Procure-To-Pay, Supply Chain Management, Oracle HRMS, Manufacturing, Sales CRM*) space.

**PROFESSIONAL SUMMARY:**

* Well-versed in architecting, build & delivery of high availability enterprise-level applications.
* Management of distributed (Onsite, Near-Shore and Offshore) development teams.
* Hands on experience architecting, developing, and maintaining custom Magento (1x and 2x) modules to cater to client’s business-specific requirements.
* Hands on experience architecting, developing, and maintaining Integrations between Magento and 3rd party ERP Systems (Oracle EBS, Sales Force, NetSuite, Accumatica, SAP, etc.)
* Development using PHP frameworks like Laravel, Symphony and Zend.
* Developing *Native* (iOS/Android) and *Hybrid* (PhoneGap, Ionic) mobile apps.
* Strong programming skills in language­­­­s like PHP, JavaScript, Java, PL/SQL, UNIX Scripting, XML.

**EDUCATION**

**Bachelor of Technology in Mechanical Engineering**

National Institute of Technology Calicut, India

**PROJECT SUMMARY**

**Position:** Solutions & Data Architect (Magento) Oct 2022 – Jul 2023

**Client:** Wesco International Inc.

**Environment:** Magento Enterprise Cloud, Azure Data Lake (ADL), PHP, JIRA, Agile

* Implementation of Magento (2.4.5x) to replace Wesco’s Legacy Order Capture systems.
* Design and Development of Integrations with Wesco’s backend ERP System (AS400) – using MuleSoft as an Orchestrator - to sync Orders, Customers and Product Information between the different Systems involved in the Order to Cash flow.
* Design and Development of solution that allows for Realtime Pricing and Inventory updates from a Mainframe (AS400) system.
* Performance Tuning Magento to be able to handle 1 Million+ SKUs.
* Implementation of Integrations with Azure Data Lake to support Wesco’s Data Intelligence initiatives.

**Position:** Magento Solutions Architect Aug 2021 – July 2022

**Client:** Senegence International Inc.

**Environment:** Magento Enterprise Cloud, Azure DevOps (ADO), PHP, JIRA, Agile, Elastic Search, New Relic

* Architected & Lead the Migration of Senegence’s Legacy In-House-Built E-Commerce System into Magento Cloud 2.4.x (6 countries / 6 Currencies / 5 languages / 10 Storeviews)
* Implemented Different E-Commerce Experience-Models for multiple type/class of customers (Distributors/CDO\_Customers/KTPC\_Customers/Guest\_Customers/etc.)
* Integrations with Senegence's Legacy Order Management System.
* Integrations with Senegence's Product Lifecycle Management system (Accumatica)
* Integrations with Senegence's Payment Gateway.
* Implementation of ETL processes to support Senegence’s Data Warehousing and Information Mining requirements.
* Custom Extension Development to supplement and compliment Magento’s OOTB functionality.
* Managing Offshore Development Team (*Team-Size:* 12 / *Team-Location:* India) and Solution Delivery.

**Position:** Systems Architect May 2021 – Aug 2021

**Client:** Tapestry (Coach, Kate Spade, & Stuart Weitzman Brands)

**Environment:** Movable Ink, Rakuten, Sales Force, Customer 360, SFMC, BlueCore, Persado, Power Reviews, Wunderkind, Feedonomics

* Participated in Solution Architecture and Design Review of the Blueprint for Tapestry’s Digital Transformation Initiative (TORO 2.0)
* Integrations between different SaaS systems including:
	+ Wunderkind
	+ Attentive
	+ Bluecore
	+ Persado
	+ Feedonomics
	+ Rakuten
	+ Moveable Ink
	+ Dynamic Action
	+ SalesForce Order Management
	+ SalesForce Marketing Cloud
	+ SalesForce Customer 360
	+ Talkable
	+ Optimizely

**Position:** Magento Solutions Architect/Lead Developer Aug 2018 – Sep 2022

**Client:** McIlhenny Company (TABASCO Brand)

**Environment:** Magento Enterprise Cloud, PHP, JIRA, Agile, Elastic Search, New Relic

* Implemented Strategies, Systems and Standard Operating Procedures to achieve a 150% YoY increase in Amazon Sales Revenues.
* Implemented Systems to achieve a 20% Savings in Shipping Costs, thereby boosting Bottom-Line Profitability for the business.
* Implementation of Magento 2.2.6 Cloud per TABASCO’s business-specific requirements.
* Migration of Data (Customers / Orders / Invoices / etc.) from their Home-Grown E-Commerce solution into Magento Cloud.
* Managing relationship with 3rd party Digital Agencies/Partners to ensure timely delivery of components.
* Built integration APIs to Sync objects (Orders/Products/Credit Memo) between Magento Cloud and Oracle EBS 11i / R12.
* Built custom REST APIs to facilitate integration with Oracle EBS 11i / R12.
* Implemented M2ePro to connect Magento to Amazon Marketplace and built additional customizations to achieve TABASCO’s business-specific Order-fulfillment needs.
* Installation of Quarterly Security patches.
* Upgrade of Magento 2.2.6 to Magento 2.3.2.
* Upgrade of Magento 2.3.2 to 2.3.5-p2
* Custom Extension Development to supplement and compliment Magento’s OOTB functionality.
* Identified, Sourced and Implemented 3rd party Extensions to achieve features and functionalities necessary for TABASCO’s Business Operations and Selling strategies.
* Implemented Social Login feature
* Implemented Switchover from Heartland Payment Systems (Payment Processor) to Authorize.net (Payment Gateway)
* Implemented MageStore PoS - to facilitate Point-of-Sale Sales - at TABASCO’s In-Store locations.
* Implemented Integrations with *Klaviyo* for E-Mail Marketing and Abandon Cart Journey handling.
* Implemented Integrations with *Salesforce Marketing Cloud* (SFMC)
* Built and Deployed a One-Click Guest-To-Customer conversion feature.
* Built and Deployed a De-duplication and Customer-Merge feature.
* Built and Deployed multiple Audit-Tracking mechanisms to meet TABASCO’s Financial and Audit Control requirements.

**Position:** Magento Solutions Architect/Lead Developer Feb 2018 – Aug 2018

**Client:** H.E.B Grocery Company, LP

**Environment:** Magento 2.2 EE, PHP 7, JIRA, Agile, Elastic Search, Smile Elastic Suite, Google Cloud Platform (GCP), Docker, Vagrant, Blackfire, New Relic

* Responsible for architecting, designing and development effort of the Magento components associated with the initiative to migrate all of H.E.B’s US E-Commerce store portals from Unata E-Commerce platform to the Magento 2 platform. I built:
	+ Customizations to handle H.E.B’s unique “Yellow Coupons” sales/coupons model.
	+ Custom REST APIs to address any gaps in Out-Of-The-Box (OOTB) Magento REST API suite – so as to facilitate operations on H.E.B’s Native Mobile App platforms.
	+ Customizations to facilitate Magento promotions engine being able to process and apply large volumes (80 – 100) Cart Price Rules/Coupons, on large sized (40+ items) in under 2 seconds.
	+ Customizations to use Smile Elastic Suite as the Search Engine platform.
	+ Implementing of Gigya as an Authorization and Authentication mechanism to facilitate REST API access as well as user SSO.
	+ Setup Database sharding to enhance application performance.
	+ Customization to use a custom-to-HEB Payment gateway (HPG)
	+ Near Real-time sync and data loads of product and pricing information from multiple decentralized legacy (AS400) systems.

**Position:** Magento Architect/Lead Developer Jan 2018 – May 2018

**Client:** Balfour / American Achievement Corporation

**Environment:** Magento 1.14 EE, Magento 2.1 EE, Dell Boomi, NetSuite, PHP 7, AWS, JIRA, Agile, Blackfire, New Relic

* Setup Database sharding to enhance application performance.
* Implemented Incapsula as a Web Application Firewall (WAF) to restrict access to Admin areas of the application to ACL designated users.
* Participated in discovery and design sessions to map out the object and process flows for the different sub-components (product/orders/shipping/RMA/credit memos/etc.) and the different sub-systems (NetSuite/Boomi/PIM/Magento)
* Developed a custom module that facilitated Balfour website users to perform a “Punchout” operation – i.e. to a 3rd party vendors portal - where they could perform any desired customizations, on the 3rd party vendors product offerings, and subsequently add the 3rd party vendors item(s) directly to the Balfour shopping cart, and then continue with the checkout user journey on the Balfour portal.

**Position:** Magento Solutions Architect Jul 2017 – Nov 2017

**Client:** W.C. Bradley & Co.

**Environment:** Magento 1.14 EE, Magento 2.1 EE, PHP 7, SAP, Vagrant, JIRA, Agile

* Leading the planning, execution and delivery effort associated with the migration and re-implementation of 7 E-Commerce stores from Magento 1.14 EE to Magento 2.1 EE. The deployed solution involves using the following sub-systems:
	+ Magento 2 EE as the E-Commerce platform.
	+ SAP as the back-end Order processing system.
	+ Algolia Search as the Search Optimizer.
	+ Experticity as the loyalty/influencer rewards management.

**Position:** Magento Implementation Architect & Delivery Lead Jun 2016 – Jul 2017

**Client:** Sony DADC / Group 1200 Media

**Environment:** Magento 2.1 EE, PHP 7, Sales Force Marketing Cloud (SFMC), Bash Scripting, JIRA, Agile, NetSuite

* Ensuring timely delivery of project components, and high quality of deliverables.
* Leading a team of 12 developers and QA’s, to design and implement an E-Commerce platform to facilitate the sales of subscriptions-based products, license-based media, goods and memorabilia.
* Architecting and developing Magento implementations.
* The solution implemented involved the following sub-systems:
	+ Magento 2 EE as the E-Commerce platform.
	+ NetSuite as the back-end Order processing system.
	+ Sales Force Market Cloud (SFMC) for E-Mail and Marketing Campaigns.
	+ Sales Force Predictive Intelligence for Sales and Customer Behavior Analytics.
	+ OAuth for ensuring API security.
	+ Integrations with Avalara for Tax and Address validations services.
	+ Integrations with Stripe and PayPal for payment processing.
	+ Integrations with Dell Boomi to facilitate Order-To-Cash transaction flows between NetSuite and Magento.
	+ Custom PHP 7 based applications and dashboards, to perform periodic load and smoke tests, and to monitor system integrations touch-points are functioning as expected.
* Overseeing development of custom set of RESTful APIs that exposed the Magento 2 EE Order-to-Cash processing to Dell Boomi.
* Management of project stakeholder escalations and expectations.

**Position:** Oracle Applications Development Manager Sep 2015 – Jun 2016

**Client:** Celgene / Accenture LLP

**Environment:** Oracle E-Business Suite R12, PL/SQL, Oracle Application Framework (OAF), Oracle Workflow, Java, JSP, Shell Scripting, MS Project, JIRA, Oracle MES, Mobile Supply Chain Applications (MSCA), XML Publisher

* Managing a team of 9 technical and functional resources.
* Hiring technical and functional resources, assigning tasks, ensuring and managing quality of deliverables.
* Setting customer expectations, managing scope changes, project delivery and relationship building.
* Creating project plans, effort estimation and resource plans for the different execution phases of the project.
* Technical pre-sales and solution pitches for up-sell and cross-sell of additional solutions.
* Implementation lead for a multi-phase Oracle E-Business (R12.1.3) MES/SCM enhancement project executed with a Global team across multiple geographies and time zones (India, Switzerland, USA)
* Development and Delivery of RICEFW and OAF components.
* Migration of Oracle Application Framework (OAF) and Oracle Workflow CEMLIs objects for the EBS Upgrade initiative (12.1.3 🡪 12.2.4)

**Position:** Senior Magento Consultant Jun 2015 – Sep 2015

**Client:** Ally Commerce

**Environment:** Magento, Vagrant, Redis, Nginx, MySQL, Puppet, PHP, PHP Storm, GIT

* Created and maintained Magento extensions and customizations.
* Maintenance of PHP customizations used for integrating Magento with 3rd party systems like Amazon, eBay, etc.
* Upgraded Magento (Community) installations from 1.8 to 1.9.1.1
* Configuration, performance tuning and optimization of Application (Apache/Nginx) servers.
* Configuration, performance tuning, and optimization of Database (MySQL) servers.
* DevOps – Creating and maintaining Vagrant and Puppet scripts for provisioning and deployment on application and database servers.
* DevOps – Maintenance and upgrade of Application and Database servers.

# **Position:** E-Commerce Applications Consultant Jan 2015 – Oct 2015

**Client:** Radio Systems Corporation

**Environment:** Agile, Scrum, JIRA, Oracle E-Business Suite 11i/R12, PL/SQL, Oracle Application Framework (OAF), Oracle Workflow, Magento, PHP, GIT

* Magento extension development and customization.
* Redesigned and implemented a *responsive design* interface for an Oracle iStore (11i) based B2B E-Commerce portal.
* Upgrading of Oracle iStore from Oracle EBS 11.5.10.2 to 12.2.4
* Created custom Oracle application framework (OAF) based applications to facilitate Warranty processing operations within Oracle EBS 11i.
* Designing, Development and Maintenance of RICEFW/CEMLI/OAF components.

**Position:** Senior Technical Analyst Nov 2014 – March 2015

**Employer:** Business Technology Services Inc. (BizTech), USA

**Environment:** Agile, Scrum, JIRA, Oracle Fusion Applications (Procurement, Sales CRM) Oracle E-Business Suite (R12), PL/SQL, Oracle Application Development Framework (ADF), Oracle Beehive, Rapid Application Development (RAD)

* Built Java based components that consume Oracle Fusion Applications ADF Web Services.
* Created a proof of concept for a co-existence model of Oracle Fusion Cloud (on cloud) and Oracle R12 (on premise)
* Customization of Oracle Fusion Sales CRM objects.
* Created extensions - using event triggers, groovy scripts and web services - to integrate Fusion Cloud applications with external applications.
* Designing, Development and Maintenance of RICEFW/CEMLI/OAF components.

**Position:** Senior E-Commerce Developer Jan 2012 – Nov 2014

**Employer:** Radio Systems Corporation, USA

**Environment:** Agile, Scrum, JIRA, Magento E-Commerce, Expression Engine, Oracle E-Business Suite (11i), PL/SQL, Xdebug, Xhprof, Laravel, PHP, GIT, Puppet, New Relic, BugSnag, Splunk, Google Analytics

* Working closely with the Business units and SMEs to gather user-stories.
* Creation, enhancement, and maintenance of custom Magento modules.
* Enhance, maintain and update content and codebases our websites ([www.petsafe.net](http://www.petsafe.net) and [www.sportdog.com](http://www.sportdog.com) and [www.petfountain.com](http://www.petfountain.com)) which run on Expression Engine.

**Position:** ERP Systems Architect Sep 2010 – Jan 2012

**Employer:** Radio Systems Corporation, USA

**Environment:** Java, Java EE, Oracle E-Business Suite (11i), Oracle Application Framework (OAF), Oracle Application Development Framework (ADF), Oracle Workflows, Web Services, PL/SQL, SVN

* Built several Custom-to-RSC applications using OAF, Workflows, APEX and PL/SQL components.
* Migration of data and software systems, from acquisition companies, into Radio Systems Corporation’s software systems.
* Gather requirements, define project scope, perform gap analysis, set expectations and communicate project plans.
* Customization, development and maintenance of RICEFW, OAF and APEX Components.

**Position:** Systems Analyst Mar 2009 – Sep 2010

**Employer:** UST Global Inc., USA

**Client:** General Electric Co. (Shared Sourcing Services Group)**,** USA

**Environment:** Java, Java EE, Struts, Hibernate, EJB, JBoss EAP 4.3, Oracle E-Business Suite, Oracle Application Framework (OAF), Oracle Workflow, PL/SQL, Oracle Application Express (APEX).

**Project Summary:**

* Interact with the business users and gather requirements for any Change Requests.
* Customization, development and maintenance of RICEFW, OAF Objects, PL/SQL and UNIX Shell scripts.

**Position:** IT Analyst Engineer Aug 2008 – Mar 2009

**Employer:** Tata Consultancy Services**,** India

**Client:** World Bank Group, USA

**Project Name:** Secure Web-based Identity Management System (SWIMS)

**Environment:** Java, Java EE, Struts, PL/SQL, OS Workflow, Google Web Toolkit (GWT), AJAX.

**Project Summary:**

* Bug fixing and managing customer escalations.
* Performed application security, vulnerability analysis and performance tuning for WBG application and imparted training to the 50+ team members on “Web Application Security” and imparted training on how to write safe-and-secure code.

**Position:** Applications Engineer Nov 2006 – Aug 2008

**Employer:** Oracle India Pvt. Ltd**,** India

**Environment:** Java, Java EE, Oracle E-Business Suite, Oracle Application Framework (OAF), PL/SQL, Oracle Workflow, OracleShip and Debit, Oracle E-Business Suite (CRM Product Suite)

**Project Summary:**

* Analyze, Design and Develop any *Enhancement Requests* and provide Bugfixes for the following products - Oracle Sales (ASN), Sales Foundation (AS), Oracle Leads Management (AML), Oracle Sales Online (ASF), Oracle Sales Offline (ASL)
* *Primary Technical Point-Of-Contact* for all Oracle Leads Management (AML) and Oracle Sales Online (ASF) product related tasks and S*econdary Technical Point-Of-Contact* for all Sales Offline (ASL) and Sales Foundation (AS) and Internet Supplier (iSP) product related tasks.

**Position:** Project Engineer Jun 2005 - Nov 2006

**Employer:** Wipro Technologies**,** India

**Client:** PepsiCo Inc.

**Environment:** Java, Java EE, Struts, Magnolia CMS, Hyperion Enterprise (6x), UNIX Shell Scripting.

**Project Summary:**

* Design, development and maintenance of bug fixes, enhancement requests and managing customer escalations.
* Schedule performance and maintenance tasks and activities and monitor them closely.